

REMARKS/ARGUMENTS

This Amendment is being filed in response to the Office Action dated March 31, 2010. Reconsideration and allowance of the application in view of the amendments made above and the remarks to follow are respectfully requested.

Claims 1-20 are pending in the Application. Claims 1, 4, 8, and 13 are independent claims.

In the Office Action, claims 1-2, 4-5, 8-11, and 13-20 are rejected under 35 U.S.C. §102(e) over U.S. Patent No. 7,379,661 to Lamkin ("Lamkin"). Claims 3, 6-7 and 12 are rejected under 35 U.S.C. §103(a) over Lamkin in view of U.S. Patent No. 7,286,747 to Lewis ("Lewis"). These rejections are respectfully traversed. It is respectfully submitted that claims 1-16 are allowable over Lamkin alone and in view of Lewis for at least the following reasons.

The claims are amended here to clarify that which is recited in the claims. In a Response to Arguments section of the Office Action, a position is taken that (emphasis added) "[i]t is not agreed upon by the examiner that Lamkin solely teaches a single stream presentation. In meeting the claimed plurality of distinct branches, the examiner has relied upon the different number of Angles that are reproducible. Each Angle consists of video that is distinct than the video stored in another angle area, therefore, it is strongly believed that there exists a plurality of distinct branches that are reproducible and not just a single stream presentation." (See, Office Action, bottom of page 2 continuing to page 3.)

While this interpretation of Lamkin is strongly objected to, in the interest of advancing consideration and allowance of the pending application, the Applicants have

elected to amend each of the independent claims to clarify that (emphasis added) "each one of the plurality of distinct branches leading to a diverged end of the content from other ones of the plurality of distinct branches ..." Discussion of this is included for example in the present application, page 2, lines 4-23. This is in contrast with Lamkin, wherein regardless of the angle selected, the ending is converged to a same end of the content. Accordingly, it is respectfully submitted that the different angles of Lamkin are not analogous to the "plurality of distinct branches" of the present claims. In addition, Lamkin does not show detection of even the different angles and creating a bookmark for each of the detected angles.

Further, Lamkin, in col. 21, lines 25-28 cited in the Office Action, states that "bookmark (1504) records the necessary information to return to the same point in the video playback of video (1502) by recording the title number, time position, chapter, angle, sub picture, and language." As such, Lamkin is clear that (emphasis added) "[v]ideo bookmarks mark where the video player state was last." (See, Lamkin, col. 21, lines 30-31.) It is respectfully submitted that Lamkin merely shows a very conventional usage of bookmarks that are used to indicate where a video player was last, and further in fact teaches that bookmarks are overwritten when a maximum number of bookmarks is reached (see, Lamkin, col. 21, lines 36-43) and therefore clearly does not even show storing bookmarks for each of the angles.

It is respectfully submitted that the method of claim 1 is not anticipated or made obvious by the teachings of Lamkin. For example, Lamkin does not teach, disclose or suggest, a method that amongst other patentable elements, comprises (illustrative

emphasis added) "method for playing content having a plurality of distinct branches on a playback device, each one of the plurality of distinct branches leading to a diverged end of the content from other ones of the plurality of distinct branches, the method comprising acts of: detecting a branch indication while playing the content, the branch indication identifying a branch of the plurality of distinct branches of the content selected for playback; and creating a bookmark corresponding to the detected branch indication to record relevant information of said branch indication including which one of the plurality of distinct branches to continue for playing the content, wherein each branch indication of the played content has a corresponding created bookmark, wherein subsequent playing of the content is guided by the created bookmarks" as recited in claim 1, and as similarly recited in claim 8.

It is clear that Lamkin merely shows different camera angles and does not show detecting a branch indication having distinct branches leading to diverged ends of the content. Further, Lamkin is clear that the bookmarks of Lamkin are limited in number (e.g., are not present at every detected branch during playback) and merely indicate a point in the video playback and do not indicate which one of the plurality of distinct branches to continue for playing the content.

Regarding claims 4 and 13 and as discussed in more detail above, Lamkin merely shows different angles of the content and does not teach, disclose or suggest "each one of the plurality of distinct branches leading to a diverged end of the content from other ones of the plurality of distinct branches ..." Further, the bookmarks of Lamkin merely indicate a point in the playback, and as such clearly does not teach, disclose or suggest "a bookmark corresponding to an interruption or pause of the playing to record relevant information of

the interruption point or pause point including neighboring fore-and-aft position parameters, wherein the bookmark identifies a branch of the plurality of distinct branches of the content selected for playback and subsequent playing of the content " as substantially recited in each of claims 4 and 13.

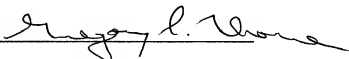
Lewis is introduced for showing "the ability to jump between sets of bookmarks (see, Office Action, page 8) which does not remedy the deficiencies of Lamkin.

Based on the foregoing, the Applicants respectfully submit that independent claims 1, 4, 8, and 13 are patentable over Lamkin and notice to this effect is earnestly solicited. Claims 2-3, 5-7, 9-12 and 14-20 respectively depend from one of claims 1, 4, 8 and 13 and accordingly are allowable for at least this reason as well as for the separately patentable elements contained in each of the claims. Accordingly, separate consideration of each of the dependent claims is respectfully requested.

In addition, Applicants deny any statement, position, or averment of the Examiner that is not specifically addressed by the foregoing argument and response. Any rejections and/or points of argument not addressed would appear to be moot in view of the presented remarks. However, the Applicants reserve the right to submit further arguments in support of the above stated position, should that become necessary. No arguments are waived and none of the Examiner's statements are conceded.

Applicants have made a diligent and sincere effort to place this application in condition for immediate allowance and notice to this effect is earnestly solicited.

Respectfully submitted,

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